



MINUTES OF PUBLIC ART ADVISORY COMMITTEE MEETING OF SEPTEMBER 28, 2005

(Revised 2/7/06)

DATE: Wednesday, September 28, 2005
TIME: 7:00 p.m.
PLACE: City Hall, 2263 Santa Clara Avenue, Third Floor, Room 360
Alameda, CA 94501

1. **Roll Call:** The meeting was called to order at 7:00 p.m.

Present: Chair (C) Huston, VC Lee, Committee Members (CM) Cecilia Cervantes (late), K.C. Rosenberg, and Peter Wolfe

Staff: Christina Bailey, Secretary, Public Art Commission
Christa Johnson, Assistant to the City Manager (A2CM)

2. **Approval of Minutes**

A. **Minutes of Meeting on June 23, 2005**

On page 2, Section 5A, paragraph 2, CM Wolfe wished to make clear that his understanding was that the Development Services Department was going to allot Public Art funds for the restoration of the theater and that it should be done at a publicly accessible area.

M/S/C Rosenberg/Cervantes (approved)

"That Minutes of Public Art Advisory Committee Meeting on June 23, 2005 be approved with changes."

Approved (4) – Huston, Cervantes, Rosenberg, Wolfe
Abstain (1) - Lee

3. **Oral Communications**

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

Secretary Bailey stated that the Public Art website would be moved from the Recreation & Parks website, to the Planning & Building Department's website. She asked whether members wanted to be recognized as

Commission Members on the site. PAC members agreed that they should be listed. CM Cervantes asked that her e-mail could be included as well.

4. Written Communications

None.

5. Old Business

A. Update on South Shore Shopping Center – (*Oral Presentation*)

- Tad Savinar, Art Consultant, Harsch Investment Properties

Before Commission's conference call with Mr. Savinar, they discussed the project. CM Rosenberg asked whether they can place additional pieces after they have met the Ordinance's requirements. C Huston answered in the affirmative. CM Rosenberg went on to ask if Mr. Savinar could bring in only those projects that meet the funding threshold. The process would be streamlined if he could be more specific. Secretary Bailey suggested that they address the issue when they spoke with Mr. Savinar. CM Wolfe inquired as to whether or not the artists have considered where their art will be placed in the mall.

During the call, Mr. Savinar explained two goals for this presentation/discussion. First, that everyone understands what has been presented to date with an opportunity for further comments. Second, the ability to move forward with the actual application process and obtain the correct forms.

He went on to explain that South Shore Shopping Center will be in a Craftsman style, indigenous to the area. One cause for the delay in bringing the project before the PAC was that new alleyways and circulation paths have been devised.

Mr. Savinar stated that the developer is interested in using local artists whenever possible. He went on to speak about three artists whose work will be featured throughout the center; Ake Grunditz and JaYing Wang of Alameda, and John Laursen from Portland, OR. The works will carry regional or Alameda-specific imagery. The Public Art will be featured throughout the center.

C Huston stated that she was hungry to see the artists' own style, while CM Rosenberg emphasized being able to see the artists' voice in their pieces.

CM Rosenberg expressed her desire to see how the art will relate to the setting. Mr. Savinar stated that the landscape artist has been charged

with making the interior circulation areas that of a neighborhood scale, not a large shopping center. He likened it to walking through a gallery or museum, not a plaza or square.

Mr. Savinar concludes the presentation by explaining that his client is one of the most aggressive print collectors in the United States. The client wants the collection at South Shore to be family-oriented and appealing to the masses, but not watered down; however, he has rejected some pieces with “edge.” C Huston reiterated her desire for originality in the pieces. She went on to state that opportunities for innovation can be used in subtle ways through material and scale for instance.

After the presentation, the PAC discusses South Shore further. A2CM Johnson stated that the \$150,000 does not all go towards the public art piece. After the administrative and consultant fees, approximately \$97,500 will be left for actual pieces. Mr. Savinar should consider that transportation and recognition plaques are included in the amount.

CM Rosenberg stated that the Laursen work would most likely have a positive outcome after PAC review. CM Wolfe expressed his desire to see how the Laursen panels would be placed throughout the center.

B. Update on Library Project – (*Oral Report*)

Secretary Bailey stated that the PAC received documents in their July Agenda Packets that gave further background information on the ongoing library project. This includes a memo sent to the Mayor and City Council by Susan Hardie, retired Library Director. It explained the background of the Public Art process, including the approval process carried out by the PAAC on July 21, 2004.

Secretary Bailey added that funding for Masayuki Nagase’s eight medallions, *Cadence of the Water*, has been secured. The medallions have the highest priority, because they are required to be installed during construction. She also shared that an article had been featured in the Alameda Journal on Tuesday, July 26. It pictured Masayuki carving giant stone, similar to that which will be used for the library.

C. Update on Bay Ship and Yacht – (*Oral Report*)

Secretary Bailey explained that the Planning & Building Department received a letter from Cris Craft, Chief Engineer representing Bay Ship & Yacht, on August 5, 2005. He questioned whether the Public Art Ordinance applied to their project, since they are the tenants and their

project was an improvement. He requested a credit for the amount already paid for the Administrative Fee.

The Building Official and Deputy City Attorney reviewed the Ordinance and the project, and found that the construction effort does trigger the art fee imposed. The project was deemed a major improvement, which included the construction of a new building. The term "Tenant Improvements" is commonly used in leases and entails interior improvements performed or installed by the tenant. The City's response was sent to Mr. Craft on September 8, 2005.

D. Update on Bridgeside Shopping Center – (*Oral Report*)

Secretary Bailey explained that she has spoken with Bruce Qualls from Regency Centers, contact person from Bridgeside. Doug Wiele is no longer the contact person, and he did not make Mr. Qualls aware of the Ordinance. A Public Art packet, including Guidelines and Ordinance, was sent to Mr. Qualls.

On September 23, Secretary Bailey spoke with Barbara Price, CEO of PK Consultants, who is representing Bridgeside Shopping Center. She expressed her desire to submit an application for Public Art soon.

According to initial permit valuations, \$40,000 will be required for Public Art at the Nob Hill store (\$10,000 administrative fee); \$23,000 will be required for Public Art at the Fueling Station (\$5750.00 administration fee).

CM Rosenberg asked if there were still plans to create an amphitheater. Secretary Bailey stated that the issue had been brought up. CM Rosenberg went on to express that the applicant be made aware that not all nautical items should be considered public art.

VC Lee asked where all the imagery of the shipping industry came from. She was under the impression that Alameda had been settled as a residential community. CM Rosenberg stated that unique moments in history should be incorporated into the projects.

E. Status of Annual Report, Next Steps – (*Oral Report*)

A2CM Johnson stated that an Annual Report is given to the City Council when there is money in the Public Art In-Lieu Fund. If there is no money, no report is needed. At this time, the fund has collected no money.

F. City of Emeryville Artist List – (*Oral Report*)

Secretary Bailey explained that C Huston obtained the list from the City of Emeryville. C Huston stated that it is a viable list, which is strong on individuals and weak on organizations. CM Rosenberg stated that organizations can be added as they are found. CM Wolfe stated that art organizations are important, since they broadcast opportunities to individuals.

Secretary Bailey explained that the program does not have the required funds to keep all the artists for every project's mailing list. Call for Artists can still be sent to large publications and art organizations, or the list can be drastically reduced from over 1000 artists. C Huston now states that the list could be edited to art organizations, art publications, and Alameda/Oakland artists.

6. New Business

A. Reappointment for Karen Lee and K.C. Rosenberg – (*Oral Report*)

Secretary Bailey stated that the Mayor reappointed VC Lee and CM Rosenberg to another term. They were appointed at the City Council meeting on Tuesday, September 20. They were previously appointed to a two-year term in November 2003.

7. Subcommittee Reports

- Theater & Garage Project – CM's Cervantes and Rosenberg

CM's Cervantes and Rosenberg explained the process that went into selecting the three finalists for the Civic Center Parking Structure Art project. CM Rosenberg stated that it was a competitive process, with a stylistically diverse pool of applicants. She was impressed that the artists were interested in using the technology requested, and they knew to what they were responding.

Secretary Bailey stated that six (6) applications were submitted. C Huston stated that there should have been more applicants. She asked how much advance notice was given to publications. Secretary Bailey stated that notices went out a month in advance. C Huston stated that at least four (4) weeks are needed to be published, and six (6) weeks to run in order to generate more applications.

CM Cervantes asked when the Request for Proposals would be sent out. Secretary Bailey stated that Development Services has been busy and the RFP has yet to be sent out. The artists will have about a month and a half to submit their conceptual design.

8. Commissioner Communications

None.

9. Upcoming Meeting Dates

Wednesday, October 26, 2005

Wednesday, November 23, 2005

Wednesday, December 28, 2005

CM Cervantes suggested that the November meeting be moved to November 30. C Huston suggested canceling December date due to the holidays.

"That November meeting date be changed from November 23 to November 30, and that the December meeting be cancelled be approved."

M/S/C Huston/Rosenberg (approved)

Approved (5) – Huston, Lee, Cervantes, Rosenberg, Wolfe

10. Adjournment: The meeting adjourned at 8:50 p.m.